

2008 CDC Strategic Focus Areas

- **Long-Term Financial Health**

- Maintain a fund balance of at least half of the debt service payment.
- Manage current debt obligation ratio (approximately 75%) to ensure the ability to fund future capital projects.
- Maintain a discretionary fund balance for short-term project needs.
- Partner with the City and FEDC to expand and enhance the City's retail tax base.

- **Public Health & Safety**

- Citizens will feel safe in CDC funded projects throughout the city.
- Earth-friendly, green projects wherever possible and practical.
- Proactively improve public health and the environment through park development.

- **Community Infrastructure**

- Proactively plan and participate in capital projects for the overall community.
- Participate in development of parks and trail systems to connect all parts of our city and our regional trail network.
- Collaborate and partner with our ISD's, private enterprise, other local communities, County, State and Federal agencies to expedite improvements and expansion of services.

- **Unique Sustainable City**

- Committed to be a destination city.
- Maintain a small-town feel and preserve Frisco's heritage.
- Continue to make Frisco a great place to live, work, play and grow.
- Demonstrate leadership as a community committed to preserving and protecting the environment.
- Support quality high density mixed use centers including quality entertainment venues, arts, shopping, and park system.

- **Excellence in City Government**

- CDC will remain 'citizen focused'.
- CDC Board Meetings and Staff will be accessible and convenient to all citizens.
- Maintain consistent communication of our goals, objectives, and activities.
- Cost to deliver services will remain competitive with surrounding cities.

- **Leisure and Culture**

- Provide an array of facilities for entertainment and cultural development.
- Continue to provide a variety of sports venues like the homes of the Rough Riders, Dallas Stars, Texas Tornado and FC Dallas in addition to sports fields for youth sports, regional and national tournaments.
- Implement our parks and hike & bike trail master plans to take advantage of topography, trees, creeks and natural settings.
- Support opportunities to become a destination for public art.

- **Civic Involvement**

- Encourage citizen participation across all age groups.
- Be a leader in regional initiatives and projects to enhance life and leisure.
- Encourage greater civic pride and sense of ownership of the City